

Justification Letter

August 1, 2008

City of Las Vegas Department of Planning
731 South Fourth Street
Las Vegas, Nevada 89101

Dear City Representative,

I am requesting a Special Use Permit on the property located at 591 N. Eastern Avenue for an off-premise advertising sign. The sign meets all of the criteria set forth in the code without waiver or variances required. This is in the exemption zone and near the intersection of Eastern and Bonanza and an appropriate place for this type of sign that will have minimal impact to the area and be a help to businesses in the area that do not have a choice currently. Additionally I am requesting a digital style sign as to maximize the limited space of current billboard opportunities as well as an updated and current feeling in an area that is in the process of being remodeled and upgraded. I am proposing pole covers and an enclosed cabinet to hide any unsightliness that may be associated with this type of structure. I am also proposing a smaller area of 378 square feet of advertising space instead of the 672' usually required. The sign will be painted in colors of the surrounding buildings and be maintained to a high standard.

Thank you in advance for your anticipated time and attention concerning this matter.

Best Regards,



David Ben-Basat
Southern States Sign Company

SUP-29529
10/09/08 PC